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A UNITED STATES DEPARTMENT OF COMMERCE PUBLICATION

F-8

FOOD FISH SITUATION AND OUTLOOK

Fresh and Frozen Products

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December 1970

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National Oceanic and Atmospheric Administration

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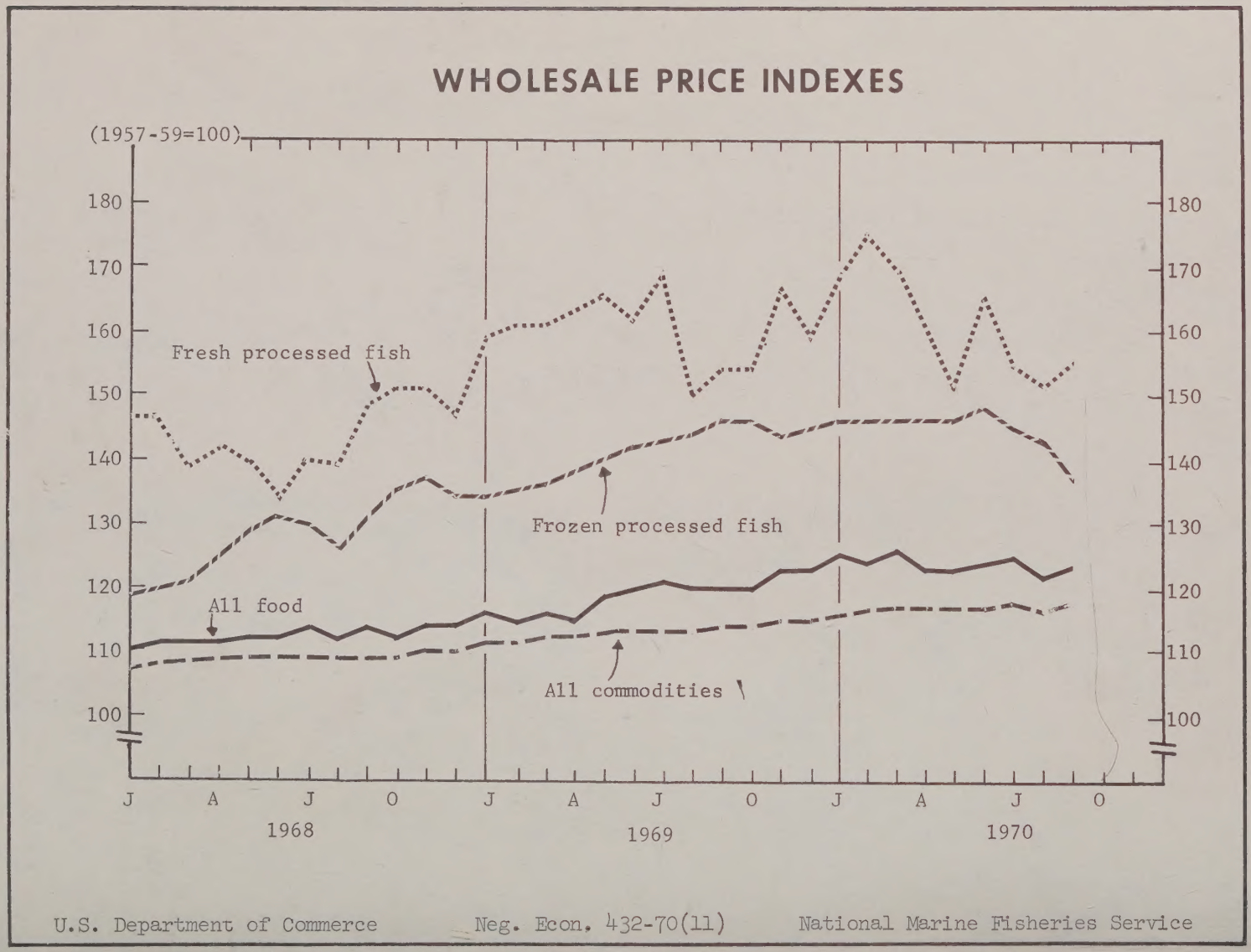
WHOLESALE PRICE INDEXES
(1957-59=100)
180
170
160
150
140
130
120
110
100
Fresh processed fish
Frozen processed fish
All food
All commodities
J
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1968
1969
1970
U.S. Department of Commerce
Neg. Econ. 432-70(11)
National Marine Fisheries Service

Figure 1

FOOD FISH SITUATION AND OUTLOOK 1/

Fresh and Frozen Products

Approved by the

National Marine Fisheries Service
Situation and Outlook Board

November 17, 1970

Division of Current
Economic Analysis 2/

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1/ This is a continuation of the U.S. Department of the Interior, U.S. Fish and Wildlife Service, Bureau of Commercial Fisheries series of the same name.

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SUMMARY

GROUNDFISH

Total supplies of major groundfish (includes cod, haddock, pollock, flounder, ocean perch and cusk) available for consumption during the first 3 quarters of 1970 were an estimated 306.5 million pounds (fillet weight)--13 percent above the 271 million pounds available during the same period last year. The decline in U.S. landings for this period was more than offset by increased imports.

U.S. groundfish landings were 71.5 million pounds (fillet weight) for the first 9 months of 1970--an 11-percent decrease from the 80.4 million pounds landed in the first 3 quarters of 1969 (table 1).

Imports of groundfish for the first 3 quarters of 1970 were 187.8 million pounds (fillet weight) or 26 percent more than the amount imported in the same period last year (table 2). Imports of all species showed a sharp increase, with the exception of ocean perch which dropped 11 percent.

Imports of cod were largest--65 percent above January-September 1969.

Iceland and Norway have become more prominent in the list of countries exporting fishery products to the United States--especially for cod, haddock and pollock fillets.

The U.S. pollock market has become increasingly attractive to exporters because of rising prices received for this species, and the increased promotional efforts by U.S. wholesalers, and retailers.

Fresh groundfish fillets in the past have accounted for a very small percentage of total U.S. groundfish imports. In the first half of 1970,

Table 1.-- Groundfish landings (Atlantic & Pacific), January-September, 1965-69 average, 1969, and 1970

(Fillet weight)

Species	1965-69 average	1969	1970	% change from '65-69	% change from '69
	Thousand pounds			Percent	
Flounder	41,079	33,496	33,231	- 21	- 1
Cod	13,160	15,000	13,000	- 1	- 13
Haddock					
Large	11,731	8,779	5,876	- 50	- 33
Scrod	15,512	4,319	1,504	- 90	- 65
Total	27,243	13,098	7,380	- 73	- 44
Pollock	1,572	1,643	1,600	+ 2	- 2
Ocean perch	21,320	17,000	1,600	- 25	- 6
Cusk	425	145	268	- 37	+ 85
Total	104,799	80,382	71,479	- 32	- 11

Table 2.-- Groundfish imports, January-September, 1965-69 average, 1969, and 1970

(Fillet weight)

Species	1965-69 average	1969	1970	% change from '65-69	% change from '69
	Thousand pounds			Percent	
Flounder	24,935	33,130	42,200	+ 69	+ 27
Cod	32,669	47,080	77,700	+ 138	+ 65
Haddock	18,299	21,483	23,800	+ 30	+ 11
Ocean perch	29,366	44,272	39,700	+ 35	- 11
Pollock, cusk, hake	3,962	2,824	4,400	+ 10	+ 57
Total	108,231	148,789	187,800	+ 73	+ 26

however, fresh fillets (primarily from Canada) accounted for as much as 15 to 20 percent of total fresh and frozen fillets imported in the cod and flounder categories. Since 1969, fresh pollock has also begun entering the U.S. fresh markets.

Holdings of frozen groundfish fillets in 1970 have remained consistently above comparable dates in 1969. January 1, 1970 totaled 47.1 million pounds--a 15-percent increase over last year. By October 1, 1970, holdings were 44 million pounds--18 percent over October 1, 1969. Holdings of flounders showed the greatest increase over 1969.

The United States consumed an estimated 262.6 million pounds (fillet weight) of groundfish during January-September 1970, about a 12-percent increase over the same period in 1969. Cod led the increase in consumption, whereas flounder, haddock, ocean perch, pollock and cusk, remained about even or decreased slightly.

Consumption of groundfish fillets increased in 1970 despite the fact that both wholesale (fig. 1) and retail prices averaged 10 to 30 percent above those of 1969. In contrast, retail food prices and the overall cost of living index during 1970 have been 5 to 6 percent above 1969 levels.

Fourth quarter supplies of groundfish are estimated to be about 131 million pounds (fillet weight), a 4-percent increase over the third quarter and about a 10-percent increase over the fourth quarter 1969. Contributing to the increased supplies are cold storage holdings on October 1 of 44 million pounds, 18 percent higher than October 1, 1969, and an estimated 66 million pounds of imports, 12 percent more than last year.

Landings probably will be about 21 million pounds (fillet weight) not only a seasonal decrease, but also 9 percent below the fourth quarter of 1969. The closing of haddock fishing will account for a large part of the decline in catch.

Given current prices (early November), consumption of major groundfish species is expected to be about 75 million pounds (fillet weight)--4 percent above fourth quarter 1969 consumption. This will leave cold storage holdings at the beginning of 1971 at about 56 million pounds, around 9 million pounds higher than January 1, 1970.

Sales are expected to be strongest for cod, with flounder next. Dwindling supplies of haddock should lead to a strengthening of cod consumption.

FISH BLOCKS, STICKS AND PORTIONS

Supplies of fish blocks in the first 3 quarters of 1970 were 260 million pounds, an increase of 3 percent over the first 9 months of last year. A greater proportion of blocks entered directly into production of sticks and portions, thereby lowering inventory levels. Iceland, Denmark and Norway each

increased their shipments of blocks to the United States while Canadian block exports to this country declined.

Production of sticks and portions in the first 3 quarters of 1970 was about 256 million pounds--9 percent above 1969. Production of portions has been increasing at a faster rate than sticks.

Demand for fish sticks and portions remains strong this year as evidenced by nearly 8 percent higher sales despite steadily increasing prices. These prices of fish sticks reflect the higher prices of fish blocks in 1970. Consumption of sticks and portions was about 262 million pounds for the first 9 months of 1970 (third quarter estimated)--about 8 percent over last year. Production was higher than consumption, leaving higher inventory levels than in 1969.

Demand for fish sticks and portions is expected to be fairly good in the fourth quarter of 1970, although not so great as in the first half of the year. Fourth quarter sales are expected to be 5 to 6 percent above the 86.5 million pounds sold in the fourth quarter of 1969, bringing total consumption in 1970 to around 355 million pounds, a 7- to 8-percent increase over last year. Prices of sticks and portions in the last quarter are expected to continue to average higher than in 1969.

HALIBUT

Total landings of Pacific halibut in the United States and Canada during May-October 1970 were down 3 percent from 1969. These lower landings were only partially offset by higher May 1, 1970, cold storage holdings so that total May-October landings and May 1 cold storage holdings in the United States and Canada in 1970 were down about 1 percent from 1969.

Wholesale prices in April averaged 57.5 cents per pound--the highest April average on record. With the prospect of higher prices, halibut fishing effort increased during 1970. The total number of United States and Canadian vessels and trips were up 13 and 5 percent respectively over 1969. Landings in 1970, however, were held down by the lower quotas established by the International Pacific Halibut Commission (IPHC). Total landings this year were estimated to be around 55 million pounds.

The opening of Kodiak, Alaska as a major halibut port for both Canadian and United States vessels helped to increase the total proportion of halibut landed in the United States. Landings in Canada were the lowest in 10 years.

Exvessel prices of halibut started high in April but weakened toward the end. Consumption of halibut in May-September 1970 was about 23 million pounds--around 4 percent lower than last year.

Given higher cold storage holdings on October 1, 1970--up 15 percent from last October, and current wholesale prices, around 35 million pounds of halibut probably will be available during October 1970 to April 1971. About 30 million pounds of dressed halibut are expected to be consumed during this same period, leaving holdings at the end of April at about 5 million pounds.

Table 3.-- Cold storage holdings of major groundfish fillets, by quarters, 1965-69 average, 1969, and 1970

(Fillet weight)

	1965-69 average	1969	1970	% change from '65-69	% change from '69
	Thousand pounds			Percent	
JANUARY 1					
Flounder	8,859	7,839	9,279	+ 5	+ 18
Pollock	1,120	942	1,463	+ 31	+ 55
Haddock	6,753	4,808	7,064	+ 5	+ 47
Cod	7,744	7,595	12,923	+ 67	+ 70
Ocean perch	16,639	19,651	16,353	- 2	- 17
Total	41,116	40,835	47,082	+ 14	+ 15
APRIL 1					
Flounder	5,165	4,867	7,397	+ 43	+ 52
Pollock	820	939	890	+ 8	- 5
Haddock	4,130	1,934	3,771	- 9	+ 95
Cod	6,313	7,338	9,222	+ 46	+ 26
Ocean perch	7,483	8,630	6,386	- 15	- 26
Total	23,913	23,708	27,666	+ 16	+ 17
JULY 1					
Flounder	4,525	2,940	9,665	+ 114	+ 329
Pollock	599	696	679	+ 13	- 2
Haddock	5,635	4,047	3,945	- 30	- 3
Cod	7,642	11,808	14,746	+ 93	+ 25
Ocean perch	4,951	4,880	3,790	- 24	- 22
Total	23,354	24,371	32,825	+ 41	+ 35
OCTOBER 1					
Flounder	6,424	5,008	13,320	+ 107	+ 166
Pollock	681	934	859	+ 26	- 8
Haddock	7,251	5,916	4,677	- 36	- 21
Cod	8,644	13,770	12,227	+ 41	- 11
Ocean perch	11,706	11,702	12,879	+ 10	+ 10
Total	34,707	37,330	43,962	+ 27	+ 18

REVIEW AND OUTLOOK

COD

Review

Supplies

Total supplies of cod fillets during the first 9 months of 1970 were 103.6 million pounds, a 48-percent increase over the amount available during January-September 1969. A considerable increase in cod imports more than offset lower domestic landings.

Landings Lower

Domestic landings of cod for the first 3 quarters of 1970 were estimated at 13 million pounds (fillet weight), 14 percent below January-September 1969 and 3 percent less than the 5-year average. Peak cod landings for 1970 occurred in April when 2.2 million pounds were caught (fig. 2).

COD: LANDINGS AND EXVESSEL PRICES(NEW ENGLAND)
Million pounds (Fillet weight)
Cents per pound
Exvessel price
Landings
J F M A M J J A S O N D J F M A M J J A S O N D
1969
1970
U. S. Department of Commerce
Neg. Econ. 434-70(13)
National Marine Fisheries Service
Figure 2

Imports Jump Sharply

Cod imports totaled 77.7 million pounds (fillet weight) for the first 9 months of 1970, a 65-percent increase over the amount imported in the first 3 quarters of 1969, and 135 percent over the 1965-69 average. The January-September 1970 imports exceeded by 26 percent cod imports in all of 1969. This represents, by far, the largest percentage increase in imports of any of the groundfish.

Iceland replaced Canada in 1970 as our No. 1 supplier of cod fillets. The share of cod fillet imports coming from Iceland jumped from 25 percent in 1965 (8.5 million pounds) to 51 percent in 1970 (30.9 million pounds) (fig. 3).

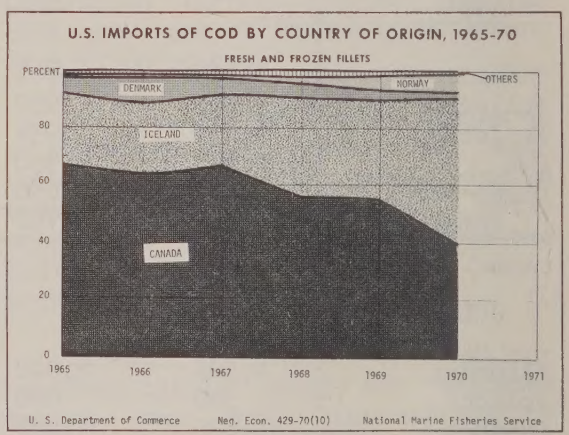


Figure 3

For the first 6 months of 1970, approximately 15 percent of cod imports were in the fresh form. Imports of fresh fillets (virutally all Canadian) dropped to 6 percent during July and August.

Inventories Above Most of 1969

Cod holdings have increased at a faster rate than holdings of any other major groundfish. Stocks of frozen cod fillets on January 1, April 1, and July 1, 1970, were considerably higher than the comparable 1969 dates. Holdings were 12.9 million pounds on January 1--up

70 percent from 1969; 9.2 million pounds on April 1, a 26-percent increase over last year; and 14.7 million pound
on July 1, up 24
percent from last July (table 3). By October 1, inventories of cod fillets had dropped below year-ago levels for the first time (fig. 4).

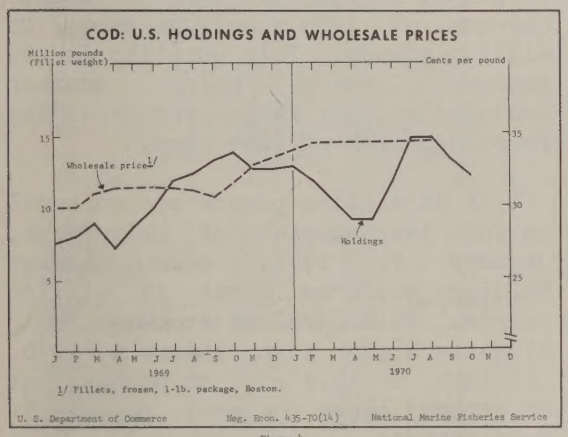


Figure 4

Demand

Consumption Up 63 Percent

Sales of cod fillets in 1970 have been consistently higher than last year despite steadily rising prices. Consumption was 30.4, 31.2, and 29.8 million pounds, respectively, in the first 3 quarters of 1970. This represents percentage increases of 73, 75, and 45 percent over the comparable 1969 quarters, and double the 1965-69 average for the first 3 quarters of the year (table 4). It appears that cod has been serving as a substitute for haddock and ocean perch, whose stocks have been decreasing; hence, demand has been built up steadily for this product. In addition, cod exporting countries have become more competitive with each other for the U.S. market in recent years.

The market for fresh cod also has been expanding in recent years. The fresh market has traditionally been a domestically supplied market. However, the prospect of higher prices has attracted Canadian suppliers.

Prices of fresh and frozen cod in 1970 have been consistently above 1969 prices at all levels of distribution and have been trending upward since 1968. This is despite the fact that cold storage holdings have also been rising gradually since April 1968. The wholesale price of frozen cod fillets has been very steady all year varying from an average of 34.0 cents per pound in January to 35.7 cents per pound in late October. These prices represent a 3- to 4-cent increase over 1969. Wholesale and retail prices of fresh fillets have been 15 to 25 percent above last year's levels. Fresh wholesale prices have ranged from 60 to 85 cents per pound and fresh retail prices have run from 92 cents in January up to $1.08 in October 1970 (table 5).

Outlook

Supplies

Total supplies of cod fillets during the fourth quarter are estimated to be around 36 million pounds (fillet weight) or 9 percent over fourth quarter 1969. October 1, 1970, holdings of cod fillets were 12.2 million pounds, 1.6 million less than last October. The primary reason for heavier supplies is expected imports greater than fourth quarter 1969, although lower than the third quarter of 1970.

The abundance of cod in most of the major fishing areas (Northwest

Atlantic, Newfoundland, Labrador, Southern Grand Banks, Northeast Artic, the Norway Coast, Iceland, and the North Sea) is expected to gradually decline for the remainder of 1970 and in 1971. Strong year classes in 1963-64 increased supplies of cod in 1968, 1969 and the beginning of 1970. Poor year classes existed, for the most part, in 1965-67.

Judging from previous fourth quarters, landings normally range between 3.4 and 3.8 million pounds (fillet weight). With the haddock season closed, however, and rising prices for cod, increased fishing effort for cod may result in landings up to 4 million pounds. This quantity would still be about 0.4 million pounds less than the unusually heavy fourth quarter landings in 1969. Landings, especially at the end of the year, are limited by adverse weather conditions and lower availability.

The amount of cod imports for the fourth quarter of 1970 is uncertain. Canada, which currently supplies around 40 percent of our cod imports, has been experiencing lighter than usual stocks in 1970, averaging around 15 to 20 percent below 1969 holdings. Also, inventories of cod fillets in overseas countries apparently have been diminishing rapidly. Iceland, Norway and Denmark are finding good markets for cod fillets in Europe--and at firm prices. These factors all indicate somewhat lighter imports than in the third quarter of 1970.

Partially offsetting prospects for a slowdown in imports is the fact that cod is one likely substitute for disappearing haddock stocks. In light of the above factors, imports are estimated to be about 20 million pounds (fillet weight) in the fourth quarter 1970.

Demand

Wholesale prices for cod were 10 to 15 percent above last year through October, and can be expected to continue above 1969 for the fourth quarter. Demand for cod, however, shows no signs of weakening; if imports continue to bolster available supplies, consumption in the fourth quarter of 1970 should be around 23 million pounds. This quantity is 23 percent below third quarter consumption, but 14 percent above the fourth quarter of last year.

If 23 million pounds are consumed in the last quarter of this year, January 1, 1971, cold storage holdings would be about 13 million pounds. This level of stocks is only slightly higher than January 1, 1970, holdings of 12.9 million pounds, but 45 percent above the most recent 5-year average.

Fourth quarter cod consumption presumably would be higher than the predicted 23 million pounds, if cod fillet imports are greater than the estimated 20 million pounds. If supplies of cod fillets are available, they should serve as a substitute for haddock in the market.

HADDOCK

Review

Supplies

Total supplies of haddock fillets during January-September 1970 were 38.3 million pounds--about a million pounds below 1969. Decreased domestic landings were almost offset by a slight increase in imports. An increasing percentage of haddock imports has been coming from

Table 4.--Supplies and utilization of fresh and frozen cod fillets in the United States, monthly, 1969-70

(Fillet weight)

Year	Supplies						Utilization		
	Beginning stocks	Landings			Imports	Total	Ending stocks	Apparent consumption	
		Atlantic	Pacific	Total				Total	Per capita
	Million pounds								Pounds
1969									
January	7.6	0.9	0.2	1.1	4.4	13.1	8.0	5.1	.025
February	8.0	.7	.2	1.0	3.9	12.9	8.9	4.0	.020
March	8.9	1.3	.3	1.5	5.4	15.9	7.3	8.5	.042
1st quarter	7.6	2.9	.7	3.6	13.7	24.9	7.3	17.6	.087
April	7.3	1.7	.2	1.9	6.1	15.3	8.8	6.5	.032
May	8.8	2.2	.1	2.3	5.5	16.6	10.0	6.6	.033
June	10.0	1.8	.1	1.9	4.6	16.5	11.8	4.7	.023
2d quarter	7.3	5.7	.4	6.1	16.2	29.6	11.8	17.8	.088
July	11.8	1.5	.4	1.9	6.5	20.2	12.3	7.9	.039
August	12.3	1.4	.1	1.5	4.7	18.5	13.3	5.2	.026
September	13.3	1.9	.1	2.0	6.0	21.3	13.8	7.5	.037
3d quarter	11.8	4.8	.6	5.4	17.2	34.4	13.8	20.6	.102
October	13.8	1.8	.1	1.9	6.8	22.5	12.7	9.8	.048
November	12.7	1.1	.1	1.2	3.8	17.7	12.6	5.1	.025
December	12.6	1.2	.1	1.3	4.2	18.1	12.9	5.2	.026
4th quarter	13.8	4.1	.3	4.4	14.8	33.0	12.9	20.1	.099
Year	7.6	17.5	2.0	19.5	61.9	89.0	12.9	76.1	.377
1970									
January	12.9	.9	.1	1.0	9.6	23.5	11.9	11.6	.057
February	11.9	1.0	1/	1.0	4.6	17.5	10.5	7.0	.034
March	10.5	1.3	.2	1.5	9.0	21.0	9.2	11.8	.058
1st quarter	12.9	3.2	.3	3.5	23.2	39.6	9.2	30.4	.149
April	9.2	2.1	.1	2.2	13.5	24.9	9.2	15.7	.078
May	9.2	1.8	.1	1.9	6.6	17.7	11.7	6.0	.030
June	11.7	1.4	1/	1.4	11.1	24.2	14.7	9.5	.047
2d quarter	9.2	5.3	.2	5.5	31.2	45.9	14.7	31.2	.155
July	14.7	1.8	1/	1.9	6.7	23.3	14.7	8.6	.042
August	14.7	1.0	.1	2/ 1.1	7.8	23.6	2/ 13.3	10.3	.051
September	2/ 13.3	1.0	1/	2/ 1.0	8.8	23.1	2/ 12.2	10.9	.054
3d quarter	14.7	3.8	.2	4.0	23.3	42.0	2/ 12.2	29.8	.147
October	2/ 12.2	1.3					11.0		
November	11.0								
December									
4th quarter									
Year									

1/ - Less than 50,000 pounds.
2/ - Preliminary.

Table 5.--Monthly exvessel, wholesale, and retail prices of cod, 1968-70

Month	Exvessel price[1]			Wholesale price: Frozen fillets[2]			Wholesale price: Fresh fillets[3]			Retail price[4]: Fresh fillets		
	1968	1969	1970	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Cents per pound											
January	14.1	11.1	15.7	33.7	30.0	34.0	70.7	60.0	78.0	87.6	82.8	92.5
February	12.9	12.8	14.7	33.6	30.0	34.5	64.8	69.0	75.0	82.3	80.8	95.0
March	10.2	9.7	15.0	32.5	31.0	34.5	62.1	65.0	85.0	86.8	89.8	98.0
April	6.8	7.6	11.8	33.0	31.4	34.5	57.6	55.0	80.0	85.1	88.2	104.0
May	6.0	6.6	8.2	32.5	31.5	34.5	50.2	55.0	59.0	80.9	84.0	97.8
June	6.7	6.0	10.7	31.5	31.5	34.5	51.1	54.0	62.0	80.2	84.5	105.3
July	6.7	10.9	11.5	31.1	31.4	34.5	51.5	62.0	70.0	80.8	88.6	99.6
August	7.2	11.0	16.2	30.0	31.3	34.5	50.3	61.0	78.0	76.5	93.1	96.5
September	7.1	10.6	15.2	30.0	30.8	34.7	55.5	60.0	80.0	80.0	89.1	102.3
October	8.4	12.0	14.1	30.0	31.7	35.7	56.4	65.0	72.0	81.0	86.4	107.8
November	9.4	14.4		30.0	32.9		60.9	76.0		83.0	99.0	
December	11.9	13.7		30.0	33.5		61.3	71.0		87.8	92.8	
Average	5/ 8.9	5/ 10.5		31.5	31.4		57.7	62.8		82.7	88.3	

1/ - Weighted average at principal New England ports.
2/ - 1-lb. package, at Boston, Mass.
3/ - At New York City Fulton Market.
4/ - Fillets frozen. Most general prices at New York City.
5/ - Annual weighted average.

countries other than Canada--Norway in particular (fig. 5).

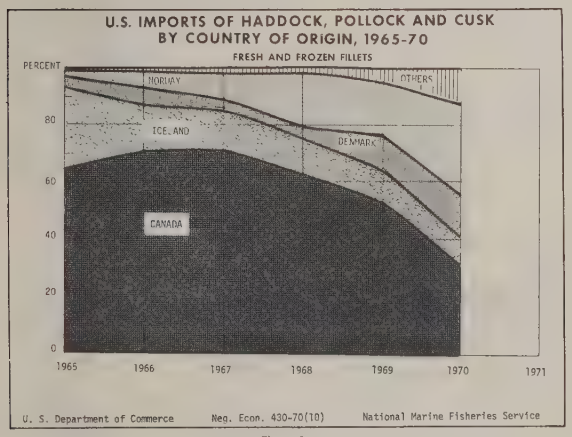
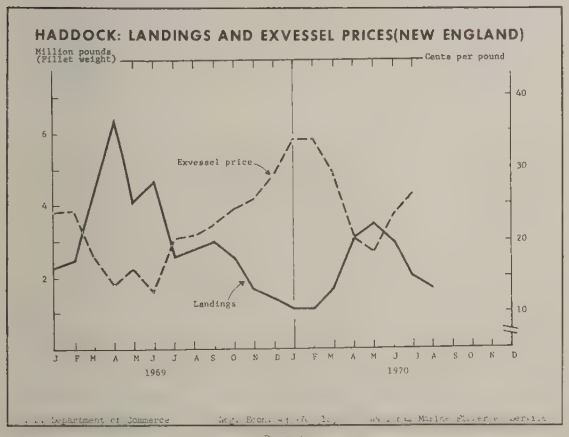


Figure 5

Haddock Catch Low

U.S. landings of haddock for the first three quarters of 1970 were 7.4 million pounds (fillet weight), 43 percent below 1969, and 73 percent below the 1965-69 average. Large haddock was down a third from last year whereas scrod haddock was down two-thirds (fig 6).



Imports Increased

Imports of haddock fillets were 24 million pounds, during January-September, 1970, 11 percent above 1969, and nearly a third above the most recent 5-year average. Although total imports of haddock are up, Canada's share of the market has dropped from 54 to 30 percent. The United States has imported 8.7 million pounds of haddock, hake, pollock and cusk fillets from Canada during the first 9 months of 1970, compared to 15.1 million pounds for the comparable period last year. Canada's haddock landings and holdings for the first 9 months have been down about 50 percent. More haddock fillets were imported from other countries--especially Denmark and Norway (fig. 5).

Present Inventories Low

Cold storage holdings of haddock fillets were higher than last year during the first half of 1970. Since mid-year, inventories have been running below last year. October 1 holdings were 4.6 million pounds--1.3 million pounds lower than on October 1, 1969.

Demand

Haddock Sales About The Same As a Year Ago

Consumption of haddock in the first 3 quarters was 33.7 million pounds (fillet weight)--about even with last year's sales. Total consumption in the first quarter was actually 11 percent above first quarter last year. Since then, consumption has dropped. In the second quarter, it was 4 percent below last year; and in the third quarter, it was 9 percent below last year (table 6).

Table 6.--Supplies and utilization of fresh and frozen haddock fillets in the United States, monthly, 1969-70

(Fillet weight)

Year	Supplies				Utilization		
	Beginning stocks	Landings	Imports of fillets	Total	Ending stocks	Apparent consumption	
						Total	Per capita
	Million pounds						Pounds
1969							
January	4.8	.9	.9	6.6	3.3	3.3	0.016
February	3.3	1.0	2.3	6.6	2.8	3.8	.019
March	2.8	1.7	3.9	8.4	1.9	6.5	.032
1st quarter	4.8	3.6	7.1	15.5	1.9	13.6	.067
April	1.9	2.5	3.8	8.2	3.5	4.7	.024
May	3.5	1.6	2.5	7.6	3.5	4.1	.020
June	3.5	1.9	2.1	7.5	4.0	3.5	.017
2d quarter	1.9	6.0	8.4	16.3	4.0	12.3	.061
July	4.0	1.1	2.2	7.3	4.5	2.8	.014
August	4.5	1.1	2.0	7.6	5.7	1.9	.009
September	5.7	1.2	1.8	8.7	5.9	2.8	.014
3d quarter	4.0	3.4	6.0	13.4	5.9	7.5	.037
October	5.9	1.1	2.9	9.9	6.2	3.7	.018
November	6.2	.6	1.0	7.8	5.9	1.9	.009
December	5.9	.6	2.7	9.2	7.1	2.1	.011
4th quarter	5.9	2.3	6.6	14.8	7.1	7.7	.038
Year	4.8	15.3	28.1	48.2	7.1	41.1	.203
1970							
January	7.1	0.4	3.5	11.0	5.4	5.6	.028
February	5.4	0.4	2.2	8.0	4.3	3.7	.018
March	4.3	0.7	4.6	9.6	3.8	5.8	.028
1st quarter	7.1	[3] 1.5	10.3	18.9	3.8	[3] 15.1	.074
April	3.8	1.3	3.4	8.5	4.1	4.4	.021
May	4.1	1.4	2.0	7.5	3.9	3.6	.018
June	3.9	1.2	2.6	7.7	3.9	3.8	.019
2d quarter	3.8	3.9	8.0	15.7	3.9	11.8	.058
July	3.9	0.8	2.1	6.8	4.4	2.4	.012
August	4.4	0.7	1.7	6.8	4.8	2.0	.010
September	4.8	0.5	1.7	7.0	4.6	2.4	.012
3d quarter	3.9	2.0	5.5	11.4	4.6	6.8	.034
October	4.7	0.7			5.0		
November	5.0						
December							
4th quarter							
Year							

Prices Running Above a Year Ago

Exvessel prices through September averaged about 40 percent higher than in 1969. Prices to fishermen in 1970 were highest in January--almost 34 cents per pound. Exvessel prices reached their 1970 low of 18 cents when landings peaked in May.

The wholesale price for fresh haddock fillets at Boston averaged 86.2 cents per pound during the first 3 quarters of this year--22 percent above the year-ago average. Higher prices for fresh haddock were to be expected because of the short supplies on the fresh market.

Wholesale prices of frozen haddock were quite stable in 1970 through October--ranging from 53.5 to 55.0 cents per pound at Boston. Frozen haddock wholesale prices averaged only 5 percent (2 to 3 cents per pound) above last year, the smallest percentage increase of any groundfish.

The U.S. average retail price for frozen haddock fillets climbed steadily from 80.6 cents per pound in January to 90.0 cents per pound in September (table 7).

Outlook

Supplies

The October 23 closing of ICNAF subarea 5 to vessels catching anything more than "incidental" haddock indicates a very light supply picture during the remainder of 1970. Only about 1.5 million pounds (fillet weight) are expected to be taken as incidental catches. Total supplies available for consumption are expected to be only about 11.6 million pounds (fillet weight), 22 percent below fourth quarter 1969.

Canada's major haddock fishing areas are still open. Their fourth quarter landings, however, are usually only around 50 percent of the third quarter. This would put their fourth quarter landings at less than a half million pounds.

Cold storage holdings of haddock fillets dropped below last year for the first time on July 1. By October 1, holdings were 4.6 million pounds compared with 5.9 million on October 1, 1969 (table 6). With the prospect of low United States landings and low imports from Canada, the only prospect for any substantial supplies is primarily from Norway, Denmark, and Iceland. In regard to these countries, prospects for haddock abundance are not good in the Northeast Atlantic, at least until 1972-73. A large quantity of small haddock, however, has been located in the North Sea, and foreign fleets have been fishing this stock heavily. A great deal of the North Sea haddock, however, has been used by Denmark for industrial purposes. Their catches were expected to reach a peak in 1970.

Fourth quarter haddock imports usually represent only around 20 percent of the year's total. On this basis, around 5.5 million pounds (fillet weight) of imports are expected in the fourth quarter. A year ago, imports were 6.6 million pounds in the fourth quarter.

Demand

Haddock consumption usually reaches its low point in the fourth quarter of the year. Haddock wholesale prices are, as a rule, 7 or 8 percent higher in the last half of the year and this further weakens consumption. If wholesale prices of frozen haddock stay at their October

Table 7.--Monthly exvessel, wholesale, and retail prices of haddock in the United States, 1968-70

Month	Exvessel price[1]			Wholesale price						Retail price[4]		
				Fresh fillets[2]			Frozen fillets[3]					
	1968	1969	1970	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Cents per pound											
January	19.2	24.2	33.9	85.0	83.5	115.0	37.5	52.0	55.0	66.8	69.1	80.6
February	20.1	24.4	33.8	69.5	87.0	112.5	39.5	52.5	55.0	67.2	70.1	83.5
March	14.3	18.0	27.6	38.5	86.5	70.0	41.0	53.0	55.0	66.5	70.1	85.3
April	10.3	13.9	19.6	50.0	46.0	67.5	42.0	52.0	55.0	67.1	71.3	86.0
May	12.3	16.6	18.0	44.0	59.0	56.0	38.5	51.0	53.5	67.5	72.6	87.4
June	13.2	13.0	23.7	52.0	50.0	74.5	38.5	51.0	53.5	67.7	73.4	88.4
July	12.3	20.3	26.6	54.0	78.5	89.0	38.5	51.0	53.5	67.6	74.6	89.0
August	14.2	21.1	31.7	53.0	73.5	94.5	39.0	51.5	53.5	67.8	75.9	89.4
September	14.2	22.6	27.7	52.0	73.0	97.0	41.5	51.5	54.5	67.5	76.8	90.0
October	16.9	24.5	26.5	70.0	76.0	73.5	53.0	53.5	54.5	67.9	77.6	
November	18.6	26.0		80.5	118.5		52.5	53.5		68.1	78.3	
December	27.3	28.9		85.0	97.5		50.5	55.0		68.7	79.7	
Average	5/ 14.7	5/ 21.1		61.1	77.4		42.7	52.3		67.5	74.1	

1/ - Weighted average for large and scrod, New England principal ports.
2/ - Skins on 20-lb. tins, Boston.
3/ - Canadian, skins on 1-lb. packages, f.o.b. Boston.
4/ - One-pound packages, Bureau of Labor Statistics 47-city U.S. average price.
5/ - Annual weighted average.

level of 54 to 55 cents per pound, consumption is estimated at about 6.8 million pounds during the fourth quarter, compared to 7.7 million during the fourth quarter 1969. This would leave haddock holdings on January 1, 1971 at 4.8 million pounds--compared to 7.1 million pounds last January 1.

The closing of subarea 5 has attracted an increasing amount of publicity, especially in the Boston metropolitan area. Some food chains in late October and early November were carrying haddock fillets imported from Europe. Merchandising will most probably continue as long as these imports are available.

ATLANTIC POLLOCK AND CUSK

Review

Supplies

Total supplies of Atlantic pollock and cusk during the first 3 quarters of 1970 were 7.8 million pounds (fillet weight), 26 percent above the total amount available during January-September 1969. Heavier than average January cold storage holdings, and increased imports brought total supplies in the first quarter to 4.8 million pounds--1.9 million pounds above last year. Supplies in the second quarter were about even with 1969, but by third quarter, supplies had dropped below a year earlier.

Landings Down

U.S. landings of pollock and cusk were 1.9 million pounds (fillet weight) through the first 3 quarters of 1970, a 10-percent decrease from 1969 and 5 percent below the 1965-69 average. The two heaviest months for pollock landings were January and February. These are the same months when landings of other major groundfish were at their lowest. Exvessel prices for pollock averaged 6.9 cents per pound in January when landings were at their peak, increased sharply in March and April to 13 to 18 cents per pound and then leveled off at 11 to 11.5 cents during the summer. These prices were considerably higher than a year ago.

Imports Rise

Total imports of pollock and cusk fillets during January-September 1970 were 4.4 million pounds. Imports were 2.3 million pounds during the first quarter of 1970--an increase of 1.3 million pounds over the first quarter of 1969. During the second and third quarters, they were approximately even with year-ago levels.

Inventories On a Par With Last Year

Cold storage holdings of pollock were higher than a year ago during the first quarter of 1970. Since then, holdings have been running at about year-ago levels. October 1 stocks were 0.9 million pounds--the same as on October 1 last year.

Demand

Consumption Higher This Year

During the first quarter of 1970, when stocks were high, 3.9 million pounds of pollock fillets were consumed, nearly double January-March 1969. Consumption for the second quarter of 1970 remained even with

Table 8.--Supplies and utilization of Atlantic pollock and cusk, monthly 1969-70

(Fillet weight)

Year	Supplies					Utilization		
	Beginning stocks 1/	Landings: Pollock	Landings: Cusk	Imports 2/	Total	Ending stocks	Apparent consumption: Total	Apparent consumption: Per capita
	Thousand pounds							Pounds
1969								
January	.9	.4	1/	.4	1.7	1.0	.7	.003
February	1.0	.3	1/	.3	1.6	1.1	.5	.003
March	1.1	.3	1/	.3	1.7	.9	.8	.004
1st quarter	.9	1.0	1/	1.0	2.9	.9	2.0	.010
April	.9	.1	1/	.4	1.4	.8	.6	.003
May	.8		1/	.4	1.2	.7	.5	.002
June	.7	.2	1/	.2	1.1	.7	.4	.002
2d quarter	.9	.3	1/	1.0	2.2	.7	1.5	.007
July	.7	.2	1/	.4	1.3	.7	.6	.003
August	.7	.2	1/	.5	1.4	.7	.7	.003
September	.7	.3	1/	.4	1.4	.9	.5	.003
3d quarter	.7	.7	1/	1.3	2.7	.9	1.8	.009
October	.9	.2	1/	.8	1.9	1.1	0.8	.004
November	1.1	.4	1/	.5	2.0	1.3	0.7	.003
December	1.3	.7	1/	1.3	3.3	1.5	1.8	.009
4th quarter	.9	1.3	1/	2.6	4.8	1.5	3.3	.016
Year	.9	3.3	.1	5.9	10.2	1.5	8.7	.043
1970								
January	1.5	.4	1/	1.7	3.6	1.3	2.3	.011
February	1.3	.3	1/	.3	1.9	1.1	.8	.004
March	1.1	.2	.1	.3	1.7	.9	.8	.004
1st quarter	1.5	.9	.1	2.3	4.8	.9	3.9	.019
April	.9	.2	.1	.3	1.5	.7	.8	.003
May	.7	.1	1/	.3	1.1	.7	.4	.002
June	.7	.1	1/	.3	1.1	.7	.4	.002
2d quarter	.9	.4	.1	.9	2.3	.7	1.6	.007
July	.7	.1	1/	.4	1.2	.8	.4	.002
August	.8	.1	1/	.4	1.3	2/ .9	.4	.002
September	.9	.1	.1	.4	1.5	2/ .9	.6	.003
3d quarter	.7	.3	.1	1.2	2.3	2/ .9	1.4	.007
October	2/ .9	.2	.1			.8		
November	.8							
December								
4th quarter								
Year								

1/ - Less than 50,000 pounds. 2/ - Preliminary.

1969 (table 8). Lower available supplies, however, caused pollock and cusk consumption to drop in the third quarter of 1970. Consumption was estimated at 1.4 million pounds (edible weight) in the third quarter of 1970--a 22-percent decrease from the third quarter of 1969.

Fresh pollock constituted around 60 percent of total available supplies of pollock during January-May 1970. The fresh market has grown substantially in the past 2 years, especially in the Boston area. Boston food chains have, to some extent, become willing to handle pollock, and engage in limited promotion activities. The market for fresh pollock, however, becomes limited beyond the Boston Metropolitan area, as physical distribution of the fresh product in large quantities becomes a limiting factor.

Prices Higher

Wholesale prices for pollock in 1970 have been running 1 to 6 cents a pound higher than in 1969 (table 9). Higher prices and lower available supplies were reasons for the lower consumption in recent months.

Outlook

Supplies

Total supplies of pollock in the fourth quarter of 1970 likely will be near the 4.8 million pounds available in the fourth quarter of 1969. Fourth quarter supplies are normally double those of the third quarter.

Landings of pollock usually increase during the fourth quarter because they are more available to fish trawls. In previous years, October-December pollock landings have ranged from 0.9 to 1.2 million pounds (fillet weight). With the closing of major haddock fishing areas in October 1970, however, landings of pollock may reach as much as 1.5 million pounds.

By the same token, imports of pollock fillets during October-December probably will be higher than the third quarter, and may reach 2.4 million pounds. This increase is primarily because of expected increases in pollock fillet imports from Norway and Denmark.

This 2.4-million-pound figure will vary somewhat depending on the extent to which Canada, Norway, and Denmark see wholesale market potential in the United States. Wholesale prices for pollock have been averaging 2 to 6 cents a pound higher than in 1969. Wholesale prices for cod, flounder, and ocean perch, however, have increased even more, and for this reason, exporters to the United States could possibly concentrate more in these latter markets.

Demand

In past years, consumption of pollock has increased in the fourth quarter of the year. This coincides with the peak United States and Canadian landings season for pollock and hence a greater available supply. Several factors could cause pollock consumption to increase more than seasonally this year.

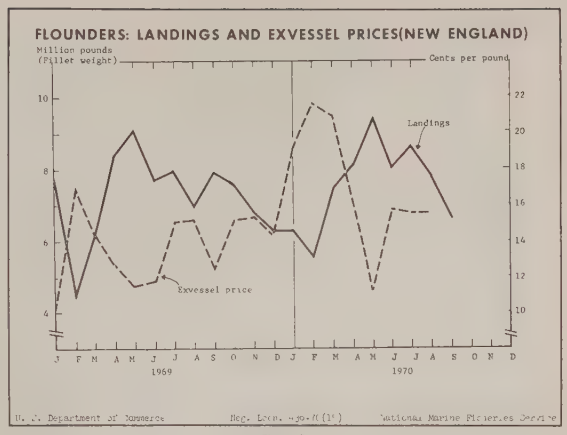
Two of these reasons are: (1) Wholesale prices are increasing at a lower rate than the other major groundfish; and (2) With the closing of major haddock fishing areas, pollock could serve as a partial substitute for haddock, although it

Table 9.--Monthly exvessel and wholesale prices of pollock and exvessel prices of cusk, 1968-70

Month	Pollock						Cusk		
	Exvessel price[1]			Wholesale price[2]			Exvessel price[1]		
	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Cents per pound								
January	8.8	7.6	6.9	24.5	-	28.3	14.1	10.0	11.2
February	10.2	9.8	11.0	25.0	27.0	28.0	10.1	10.3	12.0
March	13.4	7.9	18.6	25.0	27.0	28.6	11.9	9.3	11.2
April	12.1	9.0	13.5	26.5	27.0	29.9	6.2	5.6	10.0
May	9.7	12.7	11.1	26.5	28.0	29.0	5.8	6.2	6.4
June	8.6	8.2	11.4	27.5	27.3	29.1	5.5	5.6	5.0
July	8.0	7.4	11.2	27.5	26.8	33.0	6.0	8.9	7.5
August	7.2	8.6	14.8	27.5	27.5	34.0	8.1	5.9	8.9
September	6.8	7.8	11.6	27.0	28.0	34.0	6.4	7.0	8.3
October	7.8	8.5	8.5	27.5	28.0	35.5	8.8	8.3	7.1
November	7.0	8.4		27.5	28.0		9.4	11.0	
December	7.6	5.7		27.0	28.0		11.8	9.0	
Average	8.9	8.5		26.6	27.5		8.7	8.3	

1/ - Boston.
2/ - Fillets, Canadian 5-lb. package, New York City Fulton Market.

probably is not as close a substitute as cod fillets. We estimate fourth quarter 1970 consumption to be about 3 million pounds--more than double third quarter consumption but down slightly from fourth quarter last year. Pollock consumption of 3 million pounds would leave cold storage holdings on January 1, 1971 at 1.8 million pounds--0.3 million pounds above January 1, 1970.


FLOUNDERS: LANDINGS AND EXVESSEL PRICES(NEW ENGLAND)
Million pounds (Filler weight)
Cents per pound
Landings
Exvessel price
J F M A M J J A S O N D J F M A M J J A S O N D
1969
1970

FLOUNDER

Review

Supplies

Total supplies of flounders during January-September 1970 averaged around 24 percent above 1969. The substantial increase in 1970 beginning stocks, and rising imports, have more than offset the slight 1-percent decrease in flounder landings.

Landings Off Slightly

Flounder landings through the first 9 months of 1970 were 33.2 million pounds (fillet weight), only slightly below the 1969 9-month total of 33.5 million, but 22 percent below the 1965-69 average. The slight decrease from 1969 to 1970 is attributed primarily to the Pacific Coast flounder fishery which declined by about 2 million pounds for the first 7 months of 1970 compared to the same period in 1969--from 8.1 million pounds (fillet weight) to 6.2 million pounds. The New England flounder catch through September was slightly ahead of last year (fig. 7).

Imports Up Sharply

Flounder imports in the first 3 quarters of 1970 were 42.2 million pounds (fillet weight)--a 27-percent increase over January-September 1969 and 68 percent over the 5-year average. Canada continued as the main supplier of flounders to the United States, accounting for over 90 percent of U.S. imports. Fresh fillets made up only 2 to 4 percent of the total U.S. flounder imports over the past 2 years (data not available prior to 1968). This percentage may increase in the future as wholesale prices of fresh fillets increase.

Inventories Much Higher

Cold storage holdings of flounders through October 1, 1970 were substantially above 1969. Average monthly holdings were 96 percent higher than in January-October 1969. Stocks on January 1, 1970, were 9.3 million pounds--19 percent over last year. By October 1, they were 13.3 million pounds--more than 2 1/2 times October 1, 1969.

Table 10. Supplies and utilization of fresh and frozen flounders[1] in the United States, monthly, 1969-70

(Fillet weight)

Year	Supplies				Utilization		
	Beginning stocks	U.S. landings[1]	Imports	Total	Ending stocks	Apparent consumption	
						Total	Per capita
	Million pounds						Pounds
1969							
January	7.8	3.1	3.1	14.0	6.7	7.3	.036
February	6.7	3.0	3.0	12.7	6.0	6.7	.033
March	6.0	4.4	2.7	13.1	4.9	8.2	.041
1st quarter	7.8	10.5	8.8	27.1	4.9	22.2	.110
April	4.9	3.5	2.7	11.1	2.8	8.3	.041
May	2.8	5.0	3.3	11.1	2.6	8.5	.042
June	2.6	3.8	5.1	11.5	2.9	8.6	.043
2d quarter	4.9	12.3	11.1	28.3	2.9	25.4	.126
July	2.9	2.6	4.8	10.3	4.2	6.1	.030
August	4.2	3.9	3.8	11.9	5.0	6.9	.034
September	5.0	4.2	4.6	13.8	5.0	8.8	.044
3d quarter	2.9	10.7	13.2	26.8	5.0	21.8	.108
October	5.0	3.1	5.5	13.6	5.9	7.7	.038
November	5.9	4.0	2.8	12.7	7.2	5.5	.027
December	7.2	3.3	6.7	17.2	9.3	7.9	.039
4th quarter	5.0	10.4	15.0	30.4	9.3	21.1	.104
Year	7.8	43.9	48.1	99.8	9.3	90.5	.448
1970							
January	9.3	2.9	5.0	17.2	8.9	8.3	.041
February	8.9	2.9	4.2	16.0	8.1	7.9	.039
March	8.1	3.9	3.2	15.2	7.4	7.8	.038
1st quarter	9.3	9.7	12.4	31.4	7.4	24.0	.118
April	7.4	4.1	3.5	14.9	8.2	6.7	.033
May	8.2	4.6	4.4	17.3	8.7	8.6	.042
June	8.7	4.1	5.7	18.6	9.7	8.9	.044
2d quarter	7.4	12.8	13.6	33.8	9.7	24.1	.119
July	9.7	3.9	4.7	18.3	11.4	6.9	.029
August	11.4	3.7	5.8	20.9	[2] 13.1	7.8	.038
September	13.1	3.1	5.7	21.9	[2] 13.3	8.6	.042
3d quarter	9.7	10.7	16.2	36.6	[2] 13.3	23.3	.109
October	[2] 13.3	2.7			15.1		
November	15.1						
December							
4th quarter							
Year							

1/ - Includes estimated Pacific landings.
2/ - Preliminary.

Table 11.--Monthly exvessel, wholesale and retail prices of flounders, 1968-70

Month	Exvessel price[1]								
	Yellowtail			Blackback & lemon sole			Sea dab		
	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Cents per pound								
January	13.3	9.5	18.8	24.9	15.0	21.9	17.9	14.4	20.1
February	18.3	16.7	21.3	23.3	19.1	24.9	20.5	16.7	18.9
March	12.0	14.2	21.5	21.6	15.0	17.9	18.5	12.5	15.5
April	11.8	14.0	17.6	12.1	10.9	14.4	12.5	9.0	10.7
May	9.5	12.4	11.1	11.8	10.7	10.7	10.9	9.8	9.8
June	11.7	12.8	16.2	11.2	11.1	15.5	11.0	9.8	12.5
July	8.0	14.6	14.8	15.5	18.2	16.8	11.9	15.3	15.0
August	9.2	14.3	14.1	18.2	20.3	20.2	14.5	13.4	14.9
September	9.0	12.3	12.9	16.8	13.3	16.4	13.3	11.6	13.2
October	9.5	14.7	11.6	14.4	15.8	12.0	12.2	14.0	13.1
November	14.7	14.7		10.7	15.7		11.9	16.3	
December	9.2	13.4		13.5	16.8		16.9	16.6	
Average	11.3	13.6		16.2	15.2		14.3	13.3	

Month	Wholesale price			Retail price[3]					
	Fillets frozen[2]			Fillets, fresh			Drawn, fresh		
	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Cents per pound								
January	38.5	42.5	57.5	102.5	104.0	131.4	62.2	61.0	72.0
February	38.5	42.5	53.5	103.5	101.5	137.8	64.5	64.3	74.3
March	38.5	48.0	54.0	117.3	131.8	138.6	69.0	66.3	75.2
April	37.5	48.5	54.0	102.2	116.5	135.2	59.6	57.4	72.8
May	41.5	49.0	53.5	99.0	109.0	125.3	57.2	52.5	64.0
June	41.5	52.0	53.5	100.2	111.8	130.3	56.7	59.0	64.9
July	41.5	54.4	54.0	99.4	112.3	128.0	56.3	60.2	66.4
August	37.5	58.0	54.0	99.0	115.1	124.0	58.5	71.5	72.8
September	37.5	55.5	53.5	94.4	115.7	124.0	62.3	68.2	73.0
October	39.5	54.0	54.0	99.8	112.4	124.0	63.0	64.5	68.8
November	40.0	55.5		105.1	119.0		60.5	67.8	
December	40.5	57.5		99.5	119.5		59.8	63.5	
Average	39.4	51.4		101.8	114.1		60.8	63.0	

1/ - Weighted average, New Bedford, Mass.
2/ - Skinless, 1-lb. package, at Boston, Mass.
3/ - Most general prices at New York, N.Y.

Demand

Consumption Up Slightly

The demand for flounders has been rising over the past 7 years, but recently at a slower rate. Consumption was 24 million pounds for the first quarter in 1970, up very slightly from January-March 1969; 24.1 million pounds were consumed in the second quarter of 1970, which was below second quarter consumption figures for 1965, 1966, 1968, and 1969. Estimated third quarter consumption was 23.3 million pounds, about one and a half million pounds above third quarter 1969 (table 10). Flounder consumption probably would have leveled off more had it not been for the significant decrease in haddock and ocean perch supplies.

Prices Higher

Wholesale prices of frozen flounder fillets at Boston in the first 10 months of 1970 were at their highest in January--57.5 cents per pound. From February through October of this year, prices remained constant at 53.5 to 54.0 cents per pound, despite a substantial build-up in holdings during the year (table 11). Prices at the beginning of the year were 10 to 12 cents above year-ago levels. By the third quarter, the gap between the two years had nearly closed.

Retail prices of fresh flounder fillets ranged from $1.24 to $1.39 per pound (New York City) during the first 9 months of 1970. This was 10 to 15 cents per pound higher than in 1969. Retail prices for fresh, drawn flounder averaged 65 to 75 cents per pound--5 to 10 cents above 1969 levels.

Outlook

Supplies

Total supplies of flounder fillets are expected to be about 42 million pounds (fillet weight) for the final quarter of 1970, almost 12 million pounds higher than last year's supplies. This is due in large part to the prospect of increasing imports, and higher than usual October 1 cold storage holdings.

U.S. cold storage holdings of flounder fillets were 13.3 million pounds on October 1, 1970, almost triple last October 1 holdings of 5 million pounds.

Flounder landings are expected to remain about even with the third quarter 1970 catch of 10.7 million pounds. This would be about 0.3 million pounds more than landings in the fourth quarter 1969. New England catch increases should be offset by declines on the West Coast. Fourth quarter landings traditionally run slightly below third quarter, but in 1970 it is expected that some fishing effort ordinarily applied to haddock will be switched to flounder.

U.S. imports of flounder have increased in the third and fourth quarter of each year back to 1965, and can be expected to continue a seasonal movement this year. Fourth quarter imports are expected to reach 18 million pounds (fillet weight), up 3 million pounds from fourth quarter 1969, and almost 2 million above third quarter 1970. Supporting this predicted increase is the fact that Canadian flounder landings for the first 6 months of 1970 were up 7 percent over the similar period in 1969. Also, Canadian cold storage holdings of flounder have increased considerably over 1969.

Demand

Wholesale prices of frozen flounders have begun to dip below last year after ranging 25 to 35 percent above 1969 prices in the beginning of 1970. The price drop is primarily due to large stock build-ups, and points to flounder consumption in the fourth quarter of 23 million pounds, slighty more than fourth quarter consumption in 1969. This will leave inventories of flounder on January 1, 1971 at around 19 million pounds (fillet weight), more than double the January 1, 1970, holdings of 9.3 million pounds.

OCEAN PERCH

Review

Supplies

Total supplies of ocean perch through September 1970 were lighter than in most recent years. For the first 3 quarters of 1970, total supplies were 72.1 million pounds (fillet weight), 11 percent below the 1969 three-quarter total of 81.0 million pounds.

Landings Off

U.S. landings of ocean perch were 16.0 million pounds (fillet weight) through the first 3 quarters of 1970, a 6-percent decrease from January-September 1969, and almost one fourth lower than the 1965-69 average (table 12). Exvessel prices remained firm in the first quarter and began rising in May, though not more than seasonally.

Imports Down

Ocean perch imports were 39.7 million pounds (fillet weight) during January-September 1970--10 percent below 1969. In August, however, imports began to exceed 1969 levels. Canada, which furnishes over 90 percent of U.S. imports, had lower holdings than last year through June, but their supplies began to increase in the second half of 1970. U.S. imports in the third quarter were 23.5 million pounds, about 0.2 million pounds higher than third quarter 1969.

Inventories Rising

Cold storage holdings of ocean perch fillets ran 20 to 25 percent below last year through August of 1970 (fig. 8). In September, after imports from Canada picked up, holdings went above corresponding 1969 levels for the first time. By October 1, holdings were 12.9 million pounds--10 percent above last year.

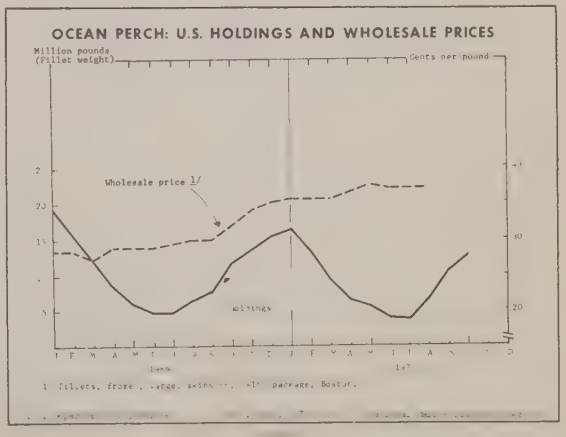


Table 12.--Supplies and utilization of ocean perch in the United States, monthly, 1969-70

(Fillet weight)

Year	Supplies						Utilization		
	Beginning stocks	Landings			Imports	Total	Ending stocks	Apparent consumption	
		Atlantic	Pacific	Total				Total	Per capita
	Million pounds								Pounds
1969									
January	19.7	1.0	1/	1.0	6.5	27.2	15.3	11.9	0.
February	15.3	.9	.1	1.0	2.2	18.5	12.3	6.2	
March	12.3	.9	.1	1.0	4.9	18.2	8.6	9.6	
1st quarter	19.7	2.8	.2	3.0	13.6	36.4	8.6	27.7	.138
April	8.6	1.9	.1	2.0	1.7	12.3	6.1	6.2	
May	6.1	1.7	.5	2.2	1.7	10.0	4.8	5.2	
June	4.8	1.9	.5	2.4	3.9	11.1	4.9	6.2	
2d quarter	8.6	5.5	1.1	6.6	7.3	22.5	4.9	17.6	.088
July	4.9	1.9	.5	2.4	7.8	15.1	6.6	8.5	
August	6.6	2.0	.5	2.5	6.6	15.7	7.8	7.9	
September	7.8	2.0	.5	2.5	8.9	19.1	11.7	7.5	
3d quarter	4.9	5.9	1.5	7.4	23.3	35.6	11.7	23.9	.118
October	11.7	1.1	.5	1.6	7.5	20.8	13.9	6.9	
November	13.9	.9	.7	1.6	4.9	20.4	15.5	4.9	
December	15.5	1.1	.3	1.4	7.6	24.5	16.4	8.1	
4th quarter	11.7	3.1	1.5	4.6	20.0	36.3	16.4	19.9	.102
Year	19.7	17.3	4.3	21.6	64.2	105.5	16.4	89.1	.446
1970									
January	16.4	1.0	1/	1.0	5.5	22.9	13.5	9.4	
February	13.5	1.1	1/	1.1	1.8	16.4	9.4	7.0	
March	9.4	1.5	0.1	1.6	3.0	14.0	6.4	7.6	
1st quarter	16.4	3.6	0.1	3.7	10.3	30.4	6.4	24.0	.118
April	6.4	1.5	0.1	1.6	1.5	9.5	5.6	3.9	
May	5.6	1.7	.5	2.2	1.1	8.9	3.9	5.0	
June	3.9	1.6	.5	2.1	3.3	9.3	3.8	5.5	
2d quarter	6.4	4.8	1.1	5.9	5.9	18.2	3.8	14.4	.071
July	3.8	2.0	0.4	2.4	5.4	11.6	6.5	5.1	
August	2/ 6.5	1.5	2/ .4	2/ 1.9	8.3	2/ 16.7	2/ 10.7	2/ 6.0	
September	2/ 10.7	1.7	2/ .4	2/ 2.1	9.8	2/ 22.6	2/ 12.9	2/ 9.7	
3d quarter	3.8	5.2	2/ 1.2	2/ 6.4	23.5	2/ 33.7	2/ 12.9	2/ 20.8	2/ .102
October	2/ 12.9	1.2					15.9		
November	15.9								
December									
4th quarter									

1/ - Less than 50,000 pounds. 2/ Preliminary.

Table 13.--Monthly exvessel, wholesale, and retail prices of ocean perch, 1968-70

Month	Exvessel price 1/			Wholesale price 2/ (fillets frozen)			Retail price 3/ (fillets frozen)		
	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Cents per pound								
January	3.6	3.8	5.0	27.5	28.5	35.5	54.4	54.6	59.4
February	3.6	3.8	4.6	26.5	28.5	35.5	54.6	53.8	61.3
March	3.7	3.8	4.6	26.5	27.5	35.5	53.7	53.8	61.6
April	3.9	3.9	4.5	26.5	29.0	36.5	53.6	54.2	63.2
May	3.8	4.0	4.5	27.0	29.0	37.5	53.8	54.7	63.3
June	4.0	4.3	4.9	27.0	29.0	37.0	53.8	55.3	63.8
July	4.0	4.4	5.2	28.0	29.5	37.0	54.6	55.4	64.0
August	4.0	4.4	5.4	27.5	30.0	37.0	54.3	56.2	65.7
September	4.0	4.4	5.4	27.3	30.0	37.0	50.8	57.0	65.6
October	3.9	4.4	5.4	27.0	32.0	38.5	54.8	57.5	
November	3.9	4.6		27.0	34.0		54.5	57.8	
December	3.8	4.3		28.0	35.0		54.5	58.4	
Average	3.8	4.2		27.1	30.2		53.9	55.7	

1/ - Weighted average at principal New England ports.
2/ - Skins on, 1-lb. package, at Boston.
3/ - Bureau of Labor Statistics 46-city U.S. average price.

Demand

Consumption Down

Consumption of ocean perch during January-September was about 16 percent less than last year. This is primarily because of lighter available supplies coupled with higher prices than last year. In the first quarter of 1970, 24.0 million pounds (fillet weight) were consumed, compared to 27.7 million in 1969. The second quarter showed 14.4 million pounds consumed vs. 17.6 million last year; third quarter consumption was 20.8 million pounds--down 13 percent from the third quarter of 1969 (table 12).

Prices Up

Wholesale prices of frozen ocean perch fillets at Boston hit record highs in the first 9 months of 1970. Prices were 35 to 37 cents per pound, which is about 26 percent higher than the first 9 months of last year. Ocean perch retail prices have been averaging 14 to 15 percent over last year (table 13).

Outlook

Supplies

Total supplies of ocean perch during the fourth quarter of 1970 are estimated to be about 37 million pounds (fillet weight), almost 1 million pounds above the fourth quarter of 1969. Total available supplies of ocean perch in the first 3 quarters this year ran about 11 percent below 1969.

On October 1, 12.9 million pounds were held in storage--1.2 million pounds above October 1, 1969.

U.S. landings of ocean perch can be expected to decrease seasonally in the fourth quarter to around 4.5 million pounds (fillet weight). This would about equal last year's fourth quarter catch, but would be nearly a fourth below the 1965-69 average.

Ocean perch imports are estimated to be about 20 million pounds (fillet weight)--about even with fourth quarter 1969. Canada, our major source of ocean perch imports, did not have a particularly good ocean perch season through July, but their shipments to the United States picked up considerably in the third quarter. If these shipments continue to increase in the last quarter, ocean perch imports could be well over 20 million pounds.

Demand

Consumption of ocean perch is expected to be near the 19.9 million pounds (fillet weight) consumed in the fourth quarter last year. With supplies in the coming months estimated to be near year-ago levels, demand for ocean perch is expected to be strong in the fourth quarter even though prices probably will average above the fourth quarter last year.

Cold storage holdings of ocean perch on January 1, 1971, should be a little higher than the 16.4 million pounds on hand at the start of 1970. Stocks at this level would indicate firm prices carrying into early 1971.

FISH BLOCKS, STICKS AND PORTIONS

Review

Supplies

Supplies of fish blocks in the first 3 quarters of 1970 were 260 million pounds--an increase of 3 percent over the first 9 months of last year. Most of the gain can be attributed to a 2.7-percent increase in imports of blocks. U.S. freezings of blocks were 5 million pounds in the first 3 quarters--more than three times the amount frozen last year.

Inventories Of Blocks Less Than a Year Ago

Larger imports of fish blocks have been going directly into production of sticks and portions this year rather than staying in inventory. Inventories of fish blocks on January 1, 1970 were 3 percent below the previous year (table 15). They continued below last year throughout most of the 9-month period. Holdings of blocks on October 1, 1970 were 48.3 million pounds--one fifth below the 60.3 million pounds on hand the same date last year.

Inventories of blocks in Canada have also been running well below year-ago levels. September 1 holdings were only 11.3 million pounds--nearly 60 percent less than a year ago.

Imports Of Blocks Up Slightly

Imports of frozen fish blocks into the United States were 212 million pounds in the first 3 quarters of the year. This amount

Table 14.--Imports of fish blocks by species and country of origin, January-September, 1969-70

(Product weight)

Country of origin	Cod		Haddock		Other		Total	
	1969	1970	1969	1970	1969	1970	1969	1970
	Million pounds							
Canada	43.2	47.8	1.5	0.7	20.9	16.3	65.6	64.8
Denmark	8.7	9.4	2.4	3.2	2.3	1.1	13.4	12.7
Iceland	30.7	38.2	5.2	6.1	6.3	8.4	42.2	52.7
Norway	48.0	51.0	5.1	3.0	4.8	6.6	57.9	60.6
Poland	13.5	12.0	-	-	0.2	-	13.7	12.0
Other	6.8	4.0	1.2	1.9	5.8	2.2	13.8	8.1
Total	150.9	162.4	15.4	14.9	40.3	34.6	206.6	211.9

was 2.6 percent above the 206.6 million pounds received in the first 3 quarters last year. All of the gain came in the first half of the year. Imports in the first quarter were 14 percent above first quarter a year ago, and second quarter imports were 31 percent above last year. Third quarter imports were 23 percent below the very large quantity received last year.

An 8-percent gain for cod blocks over last year accounted for most of the increase in imports. The share of the market held by cod blocks was 78 percent compared with 74 percent last year. Imports of haddock blocks were a little below last year while those of flounder dropped to nearly half the level of last year. Flounder dropped from nearly 6 percent of the market last year to only 3 percent so far this year. Imports of pollock blocks more than doubled over last year and have exceeded imports of flounder blocks for the first time in 1970. Pollock could possibly finish the year as the second leading block variety behind cod.

Species	Percent of block imports in January-September		
	1965-69	1969	1970
Cod	67.4	74.2	77.8
Haddock	10.0	7.6	6.8
Flounder	6.2	5.5	3.0
Pollock	3.8	2.3	5.3
Other	12.6	10.4	7.1
Total	100.0	100.0	100.0

Imports of fish blocks from Canada in January-September were 1.2 percent below last year. Imports of cod blocks from Canada were 11 percent above a year ago, but Canadian shipments of other blocks to the United States were down enough to reduce total shipments to date (table 14).

Imports of blocks from Iceland have risen sharply this year. Total imports from Iceland were up 47 percent. Cod blocks accounted for most of the increase, but haddock and other blocks from Iceland were also above last year.

Table 15.-- Supplies and utilization of frozen fish blocks in the United States, monthly, 1969, and 1970 (Product weight)

Year	Supplies				Utilization	
	Beginning stocks	U.S. freezings	Imports	Total	Ending stocks	Disappearance
	Million pounds					
1969						
January	44.4	0.2	18.0	62.6	37.3	25.3
February	37.3	1/	14.6	51.9	32.8	19.1
March	32.8	.1	22.5	55.4	27.2	28.2
1st quarter	44.4	.3	55.1	99.8	27.2	72.6
April	27.2	.1	15.3	42.6	26.9	15.7
May	26.9	.2	26.5	53.6	27.6	26.0
June	27.6	.2	17.7	45.5	32.3	13.2
2d quarter	27.2	.5	59.5	87.2	32.3	54.9
July	32.3	.2	33.1	65.6	48.1	17.5
August	48.1	.2	33.9	82.2	58.8	23.4
September	58.8	.3	24.9	84.0	60.3	23.7
3d quarter	32.3	.7	91.9	124.9	60.3	64.6
October	60.3	.4	24.9	85.6	48.8	36.8
November	48.8	.1	15.0	63.9	43.9	20.0
December	43.9	1/	20.2	64.1	43.0	21.1
4th quarter	60.3	.5	60.1	120.9	43.0	77.9
Year	44.4	2.0	266.6	313.0	43.0	270.0
1970						
January	43.0	1/	24.3	67.3	38.0	29.3
February	38.0	1/	14.5	52.5	28.9	23.6
March	28.9	.4	24.2	53.5	20.4	33.1
1st quarter	43.0	.4	63.0	106.4	20.4	86.0
April	20.4	.3	23.8	44.5	20.1	24.4
May	20.1	.6	24.3	45.0	25.4	19.6
June	25.4	.4	30.1	55.9	31.3	24.6
2d quarter	20.4	1.3	78.2	99.9	31.3	68.6
July	31.3	.2	26.3	57.8	48.2	9.6
August	2/48.2	2.1	28.6	78.9	2/54.0	24.9
September	54.0	.6	15.9	70.5	2/48.3	22.2
3d quarter	31.3	2.9	70.8	105.0	2/48.3	56.7
October	2/48.3					
November						
December						
4th quarter						
Year						

1/ Less than 50,000 pounds.
2/ Preliminary.

Imports of blocks from Iceland have risen sharply this year. Total imports from Iceland were up 47 percent. Cod blocks accounted for most of the increase, but haddock and other blocks from Iceland were also above last year.

Imports of blocks from Norway were up 5 percent from a year ago with cod accounting for most of the increase. Shipments from Denmark were 5 percent lower and those from Poland and other countries were also less than last year.

Supplies Of Fish Sticks and Portions Up From Year Ago

Supplies of fish sticks and portions in the first 3 quarters of this year were 282.1 million pounds. This record level was 8 percent more than last year. Most of the increase was because of higher domestic production this year; however, inventories at the start of 1970 were nearly 1.5 million pounds heavier than the year before. Imports of sticks and portions were 1.0 million pounds during the first 9 months compared with 1.1 million pounds last year.

Production Of Sticks and Portions Up 9 Percent This Year

About 256 million pounds of fish sticks and portions were produced in the first 3 quarters of this year. Production was 8.7 percent above the 235.4 million pounds produced in the first 9 months of last year. The production increase this year is about half the sharp jump of 16.5 percent in the first 3 quarters of 1969 over 1968.

Production of sticks and portions got off to an extremely fast start in the first quarter, running 14 percent ahead of first quarter last year. Second quarter production continued this record pace but dropped to 6 percent above last year. Third quarter production was 5 percent above third quarter a year ago.

Production of portions has increased more than that of sticks so far this year. Production of fish portions for the first 3 quarters was 10 percent above last year while production of fish sticks was 6 percent above the first 9 months last year.

Fish Stick Production	1969	1970	Percent Change
	Mil. lbs.		
Jan.-Mar.	30.3	34.4	13.5
Apr.-Jun.	26.9	27.0	.4
Jul.-Sep.	24.2	24.7	2.1
Total	81.4	86.1	5.8

Fish Portion Production	1969	1970	Percent Change
	Mil. lbs.		
Jan.-Mar.	53.8	61.1	13.6
Apr.-Jun.	50.7	55.6	9.6
Jul.-Sep.	49.5	52.9	6.9
Total	154.0	169.6	10.1

Demand

Prices for fish blocks, particularly cod blocks, are up sharply this year. These price increases for raw materials are being at least partially passed on in the form of higher prices for the finished product. Consequently, prices of sticks and portions have recorded their first significant increase in 3 years. Demand for fish

Table 16.-- Supplies and utilization of fish sticks and portions in the United States, monthly, 1969-70

(Product weight)

Year	Supplies						Utilization		
	Beginning stocks	Production			Imports	Total	Ending stocks	Apparent consumption	
		Sticks	Portions	Total				Total	Per capita
	Million pounds								Pounds
1969									
January	24.0	9.6	18.0	27.7	0.1	51.7	19.2	32.5	0.162
February	19.2	9.8	17.1	26.9	.2	46.3	19.2	27.1	.135
March	19.2	10.9	18.7	29.6	.1	48.9	18.0	30.9	.154
1st quarter	24.0	30.3	53.8	84.1	.4	108.5	18.0	90.5	.451
April	18.0	10.0	18.3	28.3	.1	46.4	16.0	30.4	.151
May	16.0	8.8	17.2	26.0	.1	42.1	18.7	23.4	.116
June	18.7	8.1	15.2	23.3	.1	42.1	20.0	22.1	.110
2d quarter	18.0	26.9	50.7	77.6	.3	95.9	20.0	75.9	.377
July	20.0	6.8	12.3	19.1	.1	39.2	18.7	20.5	.102
August	18.7	7.8	17.1	24.9	.1	43.5	17.1	26.6	.132
September	17.1	9.6	20.1	29.7	.2	47.0	17.1	29.9	.148
3d quarter	20.0	24.2	49.5	73.7	.4	94.1	17.1	77.0	.382
October	17.1	11.4	23.1	34.5	.1	51.7	18.2	33.5	.166
November	18.2	9.8	19.3	29.1	.2	47.5	22.0	25.5	.126
December	22.0	10.8	20.0	30.8	.1	52.9	25.4	27.5	.135
4th quarter	17.1	32.0	62.4	94.4	.4	111.9	25.4	86.5	.427
Year	24.0	113.4	216.4	329.8	1.6	355.4	25.4	330.0	1.637
1970									
January	25.4	10.5	20.6	31.1	.1	56.6	24.5	32.1	.158
February	24.5	11.8	19.8	31.6	.2	56.3	20.1	36.2	.178
March	20.1	12.1	20.7	32.8	.1	53.0	21.3	31.7	.156
1st quarter	25.4	34.4	61.1	95.5	.4	121.3	31.3	100.0	.492
April	21.3	8.3	22.7	21.0	.1	52.4	22.0	30.4	.149
May	22.0	8.9	16.5	25.4	.1	47.5	22.1	25.4	.125
June	22.1	9.8	16.4	26.2	.1	48.4	23.9	24.5	.120
2d quarter	21.3	27.0	55.6	82.6	0.3	104.2	23.9	80.3	.394
July	23.9	7.0	13.6	20.6	0.1	44.6	22.1	22.5	.105
August	22.1	7.6	18.2	25.8	.1	48.0	1/22.7	25.3	.127
September	1/22.7	10.1	21.1	31.2	.1	54.0	1/20.5	33.5	.153
3d quarter	23.9	24.7	52.9	77.6	.3	101.8	20.5	81.3	.385
October	20.5								
November									
December									
4th quarter									
Year									

1/ - Preliminary.

sticks and portions is strong this year as evidenced by higher sales despite increasing prices for these products.

Prices Of Cod Blocks Up Sharply

Prices of cod blocks have risen almost continuously since early 1969 (fig. 9). The September average price of 30 cents per pound was equal to the previous high reached in 1965. During October, cod block prices increased every week, going from 31 to 35 cents. For the first 3 quarters of this year, prices of cod blocks averaged 28.5 cents per pound, compared with 23.1 cents last year--an increase of 23 percent. October prices averaged 32.5 cents--36 percent above a year ago.

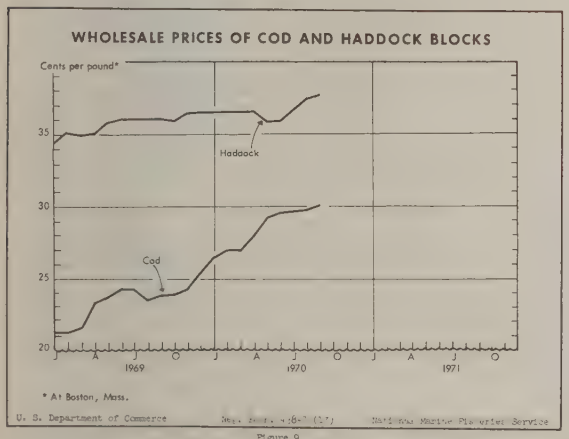


Figure 9

Wholesale prices at Boston

Item	1969	1970	Percent Change
Cod blocks	Cents/ lb.	Cents/ lb.	
Jan.-Mar.	21.3	26.8	25.8
Apr.-Jun.	23.8	29.0	21.8
Jul.-Sep.	23.9	29.8	24.7
Average	23.0	28.5	23.9

Higher prices of cod blocks are being reflected in processed cod products. The average wholesale price for a dozen 8-oz. packages of cod sticks rose from $3.30 in January to $3.48 in September (fig. 10). The October average rose to $3.50. Prices of cod portions rose from 37.5 cents per pound in January to 43.5 cents in October (table 17).

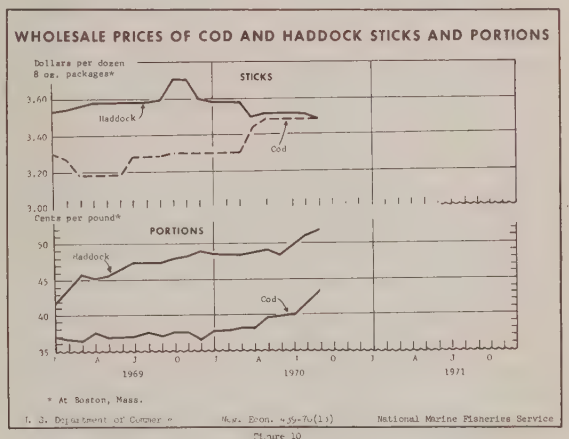


Figure 10

Wholesale prices at Boston

Item	1969	1970	Percent Change
Cod sticks	$/12 pkgs.	$/12 pkgs.	
Jan.-Mar.	3.25	3.30	1.5
Apr.-Jun.	3.18	3.47	9.1
Jul.-Sep.	3.28	3.48	6.1
Average	3.24	3.42	5.6
Cod portions	Cents/ lb.	Cents/ lb.	
Jan.-Mar.	36.8	37.7	2.4
Apr.-Jun.	37.1	39.1	5.4
Jul.-Sep.	37.2	41.5	11.6
Average	37.0	39.4	6.5

Sales Of Sticks and Portions Up Nearly 8 Percent

Sales of fish sticks and portions were about 262 million pounds in the first 9 months of this year. Sales were 7.5 percent above the 243.4 million pounds in the first 3 quarters of last year.

First quarter sales got off to a fast start when they were 10 percent above first quarter last year. Sales in the second quarter were 6 percent above second quarter last year. Third quarter sales were 6 percent higher than a year ago (table 16).

Prices of sticks and portions have been increasing steadily all year, except for haddock sticks. For the first 3 quarters, prices of cod sticks averaged 5.5 percent above last year and haddock sticks averaged 1.0 percent lower. During the same period, prices of cod portions rose 6.5 percent over last year and prices of haddock portions were 8.3 percent higher.

Consumption of sticks and portions was 18.2 million pounds above last year in the first 3 quarters. Production of these products was 20.5 million pounds higher. Consequently, inventories of sticks and portions are currently heavier than a year ago. On October 1, inventories of fish sticks and portions were 20.5 million pounds--20 percent above the 17.1 million pounds on the same date last year. Current inventories are at about the same level as in 1968. Although holdings of sticks and portions have been above last year in every month to date, they have not been price depressing.

Outlook

Demand for fish sticks and portions is expected to be fairly good in fourth quarter 1970. The increase in consumption over 1969, however, is not likely to be so great as it was in the first half of the year.

Fourth quarter sales are expected to be 5 to 6 percent above the 86.5 million pounds sold in the fourth quarter of last year. This would place total consumption of fish sticks and portions at about 355 million pounds for the year, or 7 to 8 percent over last year's consumption of 330 million pounds. In the 1960's, consumption of fish sticks and portions increased at an average annual rate of 13 percent.

Prices of sticks and portions in the coming months are expected to average higher than in fourth quarter last year, particularly for cod products. October prices of cod sticks were 6 percent above last year while prices of cod portions were 16 percent higher. Prices of haddock portions were up 5 percent from last October. Only haddock sticks were running below year-ago levels. The continuous increases in prices of cod blocks may force prices above October levels during the remainder of 1970.

October prices of cod sticks averaged $3.50 per dozen 8-oz. packages. During 1966, when cod block prices hit a high of 30 cents per pound, the prices of cod sticks were as high as $3.53 per dozen.

A firm price trend may continue into the spring of 1971. The scarcity of haddock blocks in the United States is probably one of the contributing factors in the rising price trend for cod blocks. Cod seems to have picked up part of the

Table 17.-- Wholesale prices of cod and haddock blocks, sticks and portions, monthly, 1968-70

Item/ year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annual average
	Cents per pound												
Cod blocks													
1968	26.6	26.2	25.5	24.8	24.2	23.5	22.5	21.3	21.3	21.3	21.4	21.4	23.3
1969	21.2	21.2	21.5	24.3	23.8	24.3	24.3	23.5	23.8	23.9	24.3	25.5	23.4
1970	26.5	27.0	27.0	28.0	29.3	29.6	29.6	29.7	30.0	32.5			
Haddock blocks													
1968	27.9	28.0	27.8	27.5	27.2	27.5	27.9	27.5	27.5	28.5	30.4	33.5	28.4
1969	34.4	35.1	34.9	35.1	35.8	36.0	36.0	36.0	36.0	35.9	36.4	36.5	35.7
1970	36.5	36.5	36.5	36.5	35.8	35.9	36.7	37.5	37.6	38.1			
Cod portions, raw breaded, 2-4 oz. portions													
1968	38.9	39.5	38.5	38.5	37.7	37.5	38.3	37.8	37.0	37.0	37.0	37.0	37.9
1969	37.0	36.6	36.3	37.6	36.8	36.8	37.0	37.5	37.0	37.5	37.5	36.5	37.0
1970	37.5	37.5	38.0	38.0	39.5	39.7	39.9	41.5	43.1	43.5			
Haddock portions, raw breaded, 2-4 oz. portions													
1968	43.2	42.0	42.5	40.3	41.6	42.0	41.6	41.5	41.5	41.7	41.5	41.5	41.7
1969	41.5	43.5	45.8	45.1	45.6	46.4	47.5	47.5	47.5	48.0	48.3	49.0	46.3
1970	48.6	48.5	48.5	48.7	49.0	48.3	49.8	51.0	51.9	50.5			
	Dollars per dozen packages												
Cod sticks, breaded cooked, in 8-oz. pkgs.													
1968	3.34	3.38	3.38	3.20	3.20	3.20	3.29	3.32	3.30	3.30	3.30	3.30	3.29
1969	3.30	3.27	3.18	3.18	3.18	3.18	3.28	3.28	3.28	3.30	3.30	3.30	3.25
1970	3.30	3.30	3.30	3.45	3.48	3.48	3.48	3.48	3.48	3.50			
Haddock sticks, breaded cooked, in 8-oz. pkgs.													
1968	3.68	3.60	3.60	3.55	3.53	3.53	3.52	3.51	3.53	3.53	3.53	3.53	41.7
1969	3.53	3.54	3.56	3.58	3.58	3.58	3.58	3.58	3.59	3.70	3.70	3.59	46.3
1970	3.58	3.58	3.58	3.50	3.53	3.53	3.53	3.53	3.49	3.48			

demand for haddock. Haddock supplies are not likely to increase in the immediate years ahead. Therefore, pressure on cod supplies is likely to continue.

It is possible that prices much over $3.50 for cod sticks may begin to affect consumer and institutional purchases of sticks. Such a situation could act as a deterrent to the continued rise in the price of blocks.

HALIBUT

Review--May through September 1970

Supplies

Supplies of halibut during May-September this year were 44.3 million pounds (dressed weight). Inventories of frozen halibut at the start of the 1970-71 marketing year on May 1 were higher than a year ago. U.S. landings of halibut also were higher. Partially offsetting these gains was a drop in imports. The net effect of these shifts in supplies was a 3-percent increase in total halibut supplies.

Cold Storage Holdings Above Last Year

Cold storage holdings of halibut in the United States and Canada on May 1 were 6.8 million pounds--up from the 4.9 million pounds on hand May 1, 1969, but down from the 12.0 million pounds on hand May 1, 1968 (table 18). Of the total May 1, 1970, holdings on hand, 4.8 million pounds were in the United States and the other 2.0 million were in Canada.

Inventories of frozen halibut have continued above year-ago levels. Holdings on October 1 were 21.7 million pounds--15 percent above the same date last year. The 2.9-million-pound increase in holdings on October 1 was the result of larger supplies and a drop in consumption compared with last year. Supplies were 1.2 million pounds higher and sales were 1.7 million pounds lower than last year during May-September.

Landings at U.S. Ports Up 5 Percent

Increased effort. April wholesale prices, which the fishermen can use as an indication of what to expect during the fishing season, were 57.5 cents a pound dressed frozen at New York City this year--the highest April prices on record (table 19). With these high prices, a considerable amount of effort could be expected in the halibut fishery during 1970.

Fishing effort did increase this year. The total number of Canadian and United States vessels was 378, up 13 percent from 1969 (table 20). There were 1,701 trips made this year, up 5 percent from a year ago.

Lower quota reached. The catch quota established by IPHC (International Pacific Halibut Commission) was 53 million pounds--down 2.5 million from 1969. Because the quotas were reached before normal closing of the fishing season, IPHC closed Area 3A and Area 2 on September 21, and Area 3B on September 30. Total Canadian and United States landings this year will be about 55 million pounds (fig. 11). U.S. landings of halibut will probably be 25.7 million pounds in 1970--up 2.4 percent from 1969 (table 22).

Table 18.--First-of-month cold storage holdings of halibut in the United States and Canada 1968-70[1/]

Month	United States			Canada[2/]			Total		
	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Million pounds								
January	19.3	13.7	14.9	9.7	6.9	7.8	29.0	20.6	22.7
February	15.2	11.4	12.4	7.7	6.3	6.3	22.9	17.7	18.7
March	12.0	7.3	9.0	6.5	4.3	5.0	18.5	11.6	14.0
April	9.5	5.1	3/ 6.2	5.5	2.6	3/ 3.3	15.0	7.7	3/ 9.5
May	7.3	3.3	3/ 4.8	4.7	1.6	3/ 2.0	12.0	4.9	3/ 6.8
June	12.3	5.9	8.9	8.4	5.2	3/ 5.0	20.7	11.1	3/ 13.9
July	14.5	7.9	13.3	9.9	8.1	3/ 7.5	24.5	16.0	3/ 20.8
August	16.2	11.4	17.2	10.3	10.6	3/ 9.7	26.5	22.0	26.9
September	17.9	15.3	21.7	10.5	11.2		28.4	26.5	
October	17.6	18.8	21.7	9.7	12.2		27.3	31.0	
November	16.4	18.9		9.4	10.9		25.8	29.8	
December	15.6	17.9		8.0	9.9		23.6	27.8	

1/ - Sum of dressed halibut, together with fillets and steaks converted to dressed weight.
2/ - Industry Division, Dominion Bureau of Statistics, Ottawa.
3/ - Preliminary.

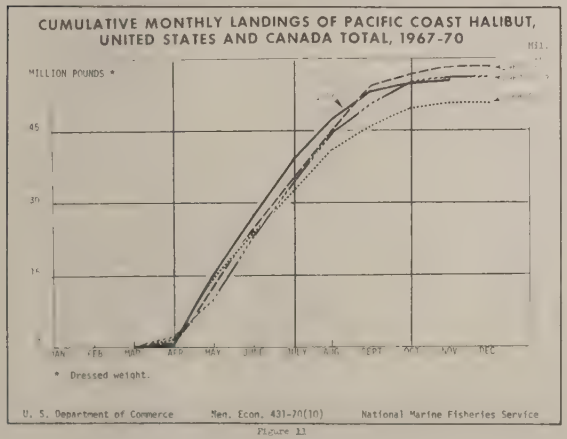


Figure 11

Share of landings in Alaskan ports up. The pattern of landings was quite different this year compared with 1969. The opening of Kodiak as a major halibut port for both Canadian and United States vessels meant that a larger share of halibut was landed in the United States. This year, 60 percent of Pacific halibut caught by Canadian and United States vessels was landed in the United States compared with 54 percent in both 1969 and 1968 (table 21). Landings in Canada were lower this year than in any of the previous 10 years. This change in ports where the catch is landed partly accounts for the rapid increase in United States holdings of halibut, while holdings in Canada have decreased.

Imports

Imports in May-September were 14.8 million pounds this year--down 1.9 million pounds from the same period in 1969. Canada provided 90 percent of these imports.

Table 19.--Monthly exvessel, wholesale, and retail prices of Pacific halibut, 1968-70.

Month	Exvessel price[1/]									Wholesale price[2/]			Retail price[3/]		
	Seattle			Ketchikan			Prince Rupert								
	1968	1969	1970	1968	1969	1970	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Cents per pound														
January	-	-	-	-	-	-	-	-	-	39.0	41.3	57.5	88.1	86.0	106.0
February	-	-	-	-	-	-	-	-	-	34.5	41.3	57.5	87.5	91.5	102.5
March	-	-	-	-	-	-	-	-	-	34.5	43.0	56.5	91.5	90.3	101.9
April	27.2	36.5	-	-	-	-	22.6	-	-	34.5	47.0	57.5	93.2	86.6	111.8
May	24.8	37.7	41.7	20.0	29.3	35.5	24.4	36.7	39.4	34.3	47.0	57.5	92.7	91.8	116.0
June	25.1	40.2	45.1	19.8	34.5	39.1	22.7	40.9	42.6	37.2	58.0	57.5	92.2	98.5	112.8
July	25.7	45.1	46.8	20.5	37.5	39.2	22.9	43.3	42.5	39.4	62.0	57.5	89.5	103.5	110.0
August	27.4	46.2	43.6	21.0	46.0	37.3	-	45.3	38.9	41.6	62.0	57.0	89.8	106.5	108.0
September	29.0	43.6	37.4	-	38.5	-	-	44.1	35.6	40.6	66.0	57.3	88.0	101.0	112.8
October	25.8	44.2		-	-		-	43.7		45.2	60.0	57.5	89.1	100.1	108.3
November	33.7	44.3		-	-		-	-		38.5	63.0		93.0	123.8	
December	-	-		-	-		-	-		39.0	58.0		89.0	104.0	
Average	28.3	42.2		20.3	37.2		23.2	42.3		38.2	54.1		90.3	98.6	

1/ - Weighted average price for medium size.
2/ - Dressed form, frozen, at New York, N.Y.
3/ - Steak form, fresh at New York, N.Y.

Table 20.-Vessels and trips in the Pacific halibut fishery by country, 1966-70

Year	United States	Canada	Total
	Number of vessels		
1966	275	212	487
1967	249	151	400
1968	162	145	307
1969	190	144	334
1970	211	167	378
	Number of trips		
1966	1,187	778	1,965
1967	1,166	584	1,750
1968	629	602	1,231
1969	929	697	1,626
1970	996	705	1,701
	Trips per vessel		Average
1966	4.3	3.7	4.0
1967	4.7	3.9	4.4
1968	3.9	4.2	4.0
1969	4.9	4.8	4.9
1970	4.7	4.2	4.5
	Landings per trip		
	- 1,000 pounds - - - - -		
1966	25.6	41.0	31.7
1967	25.6	43.8	31.7
1968	30.8	49.0	39.6
1969	27.0	47.8	35.9
1970	25.9	41.6	32.4

Table 21.-Landings of Pacific halibut by United States and Canadian vessels by country of port 1968-70

Year & country where landed	Landings by vessels of United States	Landings by vessels of Canada	Total [1]
	Million pounds [1]		
1968			
United States	19.2	7.2	26.4
Canada	.1	22.4	22.5
Total [1]	19.4	29.5	48.8
1969			
United States	24.6	6.8	31.4
Canada	.5	26.5	27.0
Total [1]	25.1	33.3	58.4
1970 [2]			
United States	24.0	9.0	33.0
Canada	1.8	20.3	22.1
Total [2]	25.8	29.3	55.1

1/ - Figures may not add to total because of rounding.
2/ - Dressed weight.

Demand

Exvessel Prices Weak at Season's End

Exvessel prices were high at the beginning of the season but declined in August. Wholesale prices of frozen halibut have been 57 cents per pound in New York--about 3 percent below the May-September 1969 prices. The apparent consumption of halibut during May-September this year was 22.6 million pounds--7 percent less than the consumption for these months in 1969 (table 23).

Outlook--October 1970 through April 1971

Supplies

U.S. cold storage holdings of halibut on October 1, 1970, were 21.7 million pounds, dressed weight equivalent--up 15 percent from the October 1, 1969 figure and the highest for that date since 1967. If present wholesale prices continue, we expect imports during October 1970 to April 1971 to be 13 million pounds compared with 13.9 million pounds during October 1969 to April 1970.

Table 22.--U.S. and Canadian landings of Pacific halibut monthly, 1960-70.

Year	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Total 1/
	Million pounds dressed weight								
	Landings by U.S. vessels . . all ports								
1960	2.3	10.7	11.9	7.9	1.8	2.3	0.4	0.8	38.1
1961	1.1	10.4	9.8	8.4	6.8	2.2	.7	.7	40.0
1962	2.6	9.1	9.8	8.5	6.2	2.8	.9	2/	40.0
1963	2.7	8.5	7.9	7.1	4.9	1.7	.9	.5	34.2
1964	1.4	5.7	6.3	5.4	4.8	1.4	.7	.6	26.3
1965	1.0	6.0	7.3	6.5	6.1	2.6	.5	.4	30.4
1966	-	6.3	8.5	7.2	7.1	.6	.3	.4	30.4
1967	.8	5.8	6.6	6.4	4.8	3.1	1.9	.7	30.0
1968	.6	5.4	3.6	3.6	2.9	1.9	1.1	.4	19.4
1969	.3	4.8	4.6	4.7	4.7	4.3	.9	.9	25.1
1970	.2	6.2	6.1	5.4	4.2	2.8	.7	2/	25.7
	Landings by Canadian vessels . . all ports								
1960	3.1	9.8	9.0	6.4	1.6	2.9	.7	.1	33.6
1961	1.3	8.7	8.9	5.8	3.5	1.1	.3	.1	29.6
1962	2.1	9.0	8.2	7.4	5.4	2.0	.6	2/	34.8
1963	4.1	11.5	7.1	7.3	4.1	1.9	.9	.1	37.0
1964	1.7	7.7	9.1	7.4	5.8	1.7	.4	2/	33.6
1965	1.1	7.6	8.0	6.8	5.7	2.7	.5	.7	33.1
1966	.6	7.9	7.9	6.9	7.6	.7	2/	.3	32.0
1967	1.0	2.1	6.5	5.4	5.2	3.1	2.5	.1	25.7
1968	1.0	7.6	5.3	5.0	5.9	3.1	2.5	.7	31.1
1969	.7	6.7	6.4	7.1	5.0	4.9	1.5	.8	33.2
1970	.7	7.9	6.4 1/	6.1	4.2	3.1	1.0	2/	29.4
	Total United States and Canadian landings								
1960	5.4	20.6	20.9	14.3	3.4	5.2	1.1	.9	71.8
1961	2.3	19.1	18.7	14.2	10.2	3.3	1.0	.8	69.6
1962	4.7	18.1	18.1	15.9	11.6	4.8	1.5	2/	74.8
1963	6.8	20.0	15.0	14.4	8.9	3.5	1.9	.7	71.2
1964	3.1	13.5	15.4	12.8	10.5	3.1	1.1	.6	60.0
1965	2.1	13.6	15.3	13.3	11.8	5.4	1.0	1.0	63.5
1966	.6	14.2	16.4	14.1	14.7	1.3	.4	.7	62.4
1967	1.7	7.8	13.1	11.8	10.0	6.1	4.4	.8	55.7
1968	1.5	13.0	8.9	8.6	8.8	5.0	3.6	1.1	50.5
1969	1.0	11.5	11.0	11.8	9.7	9.2	2.4	1.7	58.3
1970	.9	14.1	12.5	11.6	8.4	5.9	1.7	2/	55.1

1/- May not add because of rounding.
2/- Less than 50,000 pounds.
Note: There are no halibut landings December through March.

Table 23.--Supplies and utilization of Pacific halibut in the United States, monthly, 1969-71 marketing years

Year	Supplies				Utilization		
	Beginning stocks	Landings	Imports	Total	Ending stocks	Apparent consumption	
						Total	Per capita
	Million pounds 1/						Pounds
1969							
May	3.3	4.8	1.5	9.6	5.9	3.7	
June	5.9	4.6	2.8	13.3	7.9	5.4	
May-June	3.3	9.4	4.3	17.0	7.9	9.1	0.064
July	7.9	4.7	4.0	16.6	11.4	5.2	
August	11.4	4.7	3.4	19.5	15.3	4.2	
September	15.3	4.3	5.0	24.6	18.8	5.8	
3d quarter	7.9	13.7	12.4	34.0	18.8	15.2	.075
October	18.8	.9	3.4	23.1	18.9	4.2	
November	18.9	.9	2.0	21.8	17.9	3.9	
December	17.9	-	1.7	19.3	14.9	4.7	
4th quarter	18.8	1.8	7.1	27.7	14.9	12.8	.063
1970							
January	14.9	-	1.3	16.2	12.4	3.8	
February	12.4	-	1.6	14.0	9.0	5.0	
March	9.0	-	2.1	11.1	6.2	4.9	
1st quarter	14.9	-	5.0	19.9	6.2	13.7	.067
April	6.2	.2	1.8	8.2	4.8	3.4	
1969-70 marketing year	3.3	25.1	30.6	59.0	4.8	54.2	
May	4.8	6.2	2.0	13.0	8.9	4.1	
June	8.9	6.1	4.0	19.0	13.3	5.7	
May-June	4.8	12.3	6.0	23.1	13.3	9.8	.080
July	13.3	5.4	2.8	21.5	17.3	4.2	
August	17.3	4.2	2.5	24.0	21.7	2.3	
September	21.7	2.8	3.5	28.0	21.7	6.3	
3d quarter	13.3	12.4	8.8	34.5	21.7	12.8	
October	21.7						
November							
December							
1971							
January							
February							
March							
1st quarter							
April							
1970-71 year							

1/ - The sum of dressed, fillets, and steaks after conversion to dressed weight.

The drop in tariff rates on halibut fillets and steaks from .5 to .3 cents per pound on January 1, 1971 should have little or no affect on the level of imports of halibut fillets and steaks (table 24 and fig. 12).

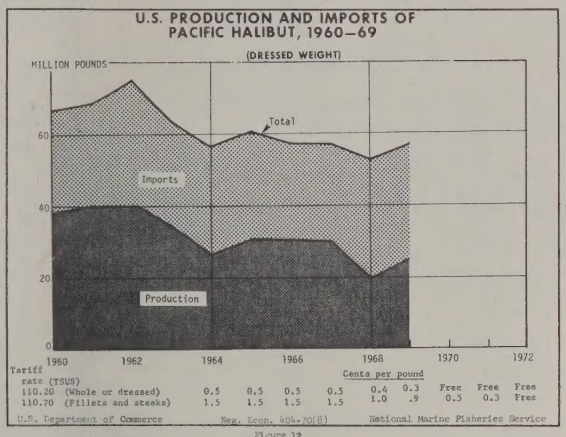


Figure 12

U.S. halibut landings are expected to be about 800,000 pounds during October 1970 to April 1971. Combining these landings with imports and October 1 holdings, we expect a total of 35.5 million pounds of halibut to be available in October-April. This amount compares with 34.7 million pounds that were available during the October 1969 to April 1970 period.

Demand

If wholesale prices of frozen halibut stay at their October level of 57 cents per pound in New York, we expect about 30 million pounds of dressed halibut to be consumed in the United States during the last quarter of 1970 and the first 4 months of 1971. This consumption would leave 5.5 million pounds on hand in the United States on May 1, 1971--the beginning of the production season. Stocks at this level on May 1 would be fairly normal for the end of the marketing season.

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